Study on the protection and inheritance path of intangible cultural heritage in Shandong Province from the perspective of image ethnography

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Abstract: *Shandong has a large number of intangible cultural heritage. By adopting digital means, video technology and other modern means to record and display, more comprehensive, accurate and three-dimensional intangible cultural heritage information can be preserved and disseminated, which can not only effectively protect the intangible cultural heritage, but also help promote its inheritance and development. This paper discusses the significance, purpose and path of intangible cultural heritage protection in Shandong Province from the perspective of image ethnography.*

Keywords: *Image Ethnography, Shandong Province Intangible Cultural Heritage, Protection*

1. Introduction

In August 2022, the General Office of the CPC Central Committee and The General Office of the State Council issued the "14th Five-Year Plan for Cultural Development", which mentioned strengthening the protection and inheritance of intangible cultural heritage, improving the intangible cultural heritage investigation and record system, representative project system, representative inheritors identification and management system, and implementing dynamic management of national representative intangible cultural heritage projects. We will explore and identify representative inheritance groups, and strengthen the cultivation of non-inherited populations. Improve the ability of non-hereditary practice. We will strengthen overall and systematic protection, and build national-level cultural and ecological reserves, villages, towns and blocks with intangible cultural heritage characteristics. We will strengthen integration into production and life, carry out innovative theme communication activities, and promote intangible heritage into campuses, communities, and networks. This shows that the country attaches great importance to the transportation of intangible cultural heritage.

The research object of the study on the protection and inheritance path of intangible cultural heritage from the perspective of image ethnography is the intangible cultural heritage. By adopting various methods and means such as image technology, digital means and social investigation, the intangible cultural heritage is comprehensively and systematically recorded [1], investigated and studied, aiming to explore the path and strategy for the protection and inheritance of intangible cultural heritage, so as to promote the sustainable development of intangible cultural heritage.

The function of ethnographic writing lies not only in the recognition and preservation of culture, but also in the protection of culture in a more profound sense, and the ethnographic wisdom will be applied to the protection of intangible cultural heritage. It can be seen that the combination of image ethnography and intangible cultural heritage protection is a completely feasible and innovative protection method, and it is also a research method that breaks through traditional limitations. The research on the protection and inheritance path of intangible cultural heritage from the perspective of image ethnography can be recorded and displayed by digital means, image technology and other modern means, which can preserve and disseminate more comprehensive, accurate and three-dimensional intangible cultural heritage information, which can not only effectively protect the intangible cultural heritage, but also help promote its inheritance and development.

2. Contents of research on the protection and inheritance path of intangible cultural heritage in Shandong Province from the perspective of image ethnography

2.1 Collection and arrangement of image data

In the research, we have made clear the goal and scope of the research, and determined the specific research object and content. For example, an intangible cultural heritage project is investigated and recorded, and the form, characteristics, history and changes of this intangible cultural heritage project are recorded through the collection of photos, videos, audio recordings and other forms of image data, so as to leave valuable cultural heritage for future generations.

2.2 Interview and oral data collection of inheritors

Through in-depth exchanges and interviews with the inheritors of intangible cultural heritage projects, we have learned about their inheritance methods, experiences, stories, understanding and attitudes towards cultural heritage, etc., and sorted them into ethnographic materials with academic value.

2.3 Social survey and questionnaire survey

By means of social survey and questionnaire survey, this paper aims to understand local residents' cognition, attitude and concern about intangible cultural heritage projects, as well as the status of inheritance and development of cultural heritage, so as to provide references for the formulation of effective protection and inheritance strategies.

2.4 Construction and management of digital platform

Through the classification, statistics and comparative analysis of the collected data, the history, inheritance mode, characteristics and value of the intangible cultural heritage are deeply discussed. At the same time, technical means such as artificial intelligence can also be used for data processing and mining to improve the utilization value of data. In addition, through the establishment of a digital platform, the information and related materials of intangible cultural heritage are displayed and shared in multiple dimensions, so as to realize the protection, inheritance and promotion of intangible cultural heritage resources.

2.5 Personnel training and education system construction

In order to ensure the sustainable development of intangible cultural heritage, it is also necessary to pay attention to the cultivation of intangible cultural heritage inheritance personnel from the root, encourage young people to learn and inherit intangible cultural heritage, strengthen the construction of relevant professional education system, and improve people's understanding and awareness of intangible cultural heritage.

2.6 Introduction and development of market mechanism

Through cooperation with local enterprises and social organizations, intangible cultural heritage resources will be combined with tourism, cultural and creative products, so as to realize the mutual promotion of social and economic value of intangible cultural heritage.

In short, the study on the protection and inheritance path of intangible cultural heritage from the perspective of image ethnography requires the comprehensive application of multiple research methods and technologies across disciplines, in order to effectively record and inherit the spirit and connotation of intangible cultural heritage, and make positive contributions to the realization of cultural diversity and sustainable development.

3. The significance of intangible cultural heritage protection and inheritance in Shandong Province from the perspective of video ethnography

3.1 Inheriting intangible cultural heritage and tapping the development potential of intangible cultural heritage

Intangible cultural heritage uses formal activities as the carrier to explain the rich spiritual connotation, and conveys to people the spiritual core behind the phenomenon, which belongs to the national spirit and value psychology gathered by the masses in a specific time and space. In the practice of image ethnography, the technique of "deep description", as one of the important essence, can more fully explore the cultural and artistic value of the intangible cultural heritage of Shandong Province [3].

Shandong has a large number of intangible cultural heritage, many of which have not been systematically recorded and studied for a long time because of their oral, physical and behavioral characteristics, and their inheritors are often ignored. Through the analysis and comparison of video data and oral data, in-depth research on the history, forms, characteristics, inheritance methods and related social and cultural factors of intangible cultural heritage can provide strong academic support for deepening people's knowledge and understanding of intangible cultural heritage. In this way, intangible cultural heritage can be recorded and displayed comprehensively and systematically. By adopting digital means, video technology and other modern means to record and display, more comprehensive, accurate and three-dimensional intangible cultural heritage information can be preserved and disseminated, which can not only effectively protect the intangible cultural heritage, but also help to promote its inheritance and development.

3.2 Maintain cultural diversity and enhance national cohesion and identity

Protecting and inheriting intangible cultural heritage plays a positive role in maintaining and promoting cultural diversity, promoting cultural exchanges and integration among different ethnic groups and regions, and enhancing national cohesion and sense of identity. The study of intangible cultural heritage protection and inheritance path from the perspective of video ethnography can advocate exchanges and learning among different cultures, respect and tolerate different cultures and traditions, and deepen cultural mutual understanding and identity. In the process of protecting and inheriting intangible cultural heritage, we should pay attention to its regional and national characteristics, strengthen the significance and value of intangible cultural heritage for local society and nation, and enhance cultural self-confidence and identity. By encouraging young people to actively participate in the protection and inheritance of intangible cultural heritage, they can enhance their awareness and identity of their own cultural traditions, and at the same time, they can inherit and carry forward intangible cultural heritage. We will promote the commercialization and marketization of intangible cultural heritage. In the process of protection and inheritance of intangible cultural heritage, it can be combined with tourism, cultural creative products, etc., to promote the commercial operation and market promotion of intangible cultural heritage, improve its social and economic value, and then enhance national cohesion and identity. Under the background of strengthening cultural exchanges and mutual learning between China and foreign countries, the study on the protection and inheritance path of intangible cultural heritage from the perspective of image ethnography can strengthen transnational cooperation and exchanges, jointly explore effective protection and inheritance paths, and make positive contributions to the construction of a community with a shared future for mankind.

3.3 Achieve sustainable development and help build a community with a shared future for mankind

Intangible cultural heritage is a valuable cultural resource of a country and a nation. Strengthening its protection and inheritance will help promote the sustainable development of culture and economy, and at the same time make positive contributions to the building of a community with a shared future for mankind.

It will integrate intangible cultural heritage with tourism and cultural creative products, promote their commercial operation and market promotion, and provide economic support for the protection and inheritance of intangible cultural heritage. The intangible cultural heritage shall be comprehensively and systematically recorded, investigated and studied through digital means, video technology and other modern means, and the inheritance and development of the intangible cultural heritage shall be guaranteed by advanced scientific and technological means. It will help build a community with a shared future for mankind, promote exchanges and understanding among different cultures, and jointly

promote the development and prosperity of human culture.

4. The purpose of protecting and inheriting intangible cultural heritage in Shandong Province from the perspective of image ethnography

4.1 Safeguarding intangible cultural heritage

Through video records, oral information and social surveys, the intangible cultural heritage items are systematically and comprehensively collected and sorted out, so as to effectively protect and pass on these precious cultural heritage.

4.2 Promote intangible cultural heritage

By means of digital platforms and market mechanisms, intangible cultural heritage resources will be combined with tourism and cultural creative products, so as to realize the mutual promotion of the social and economic value of intangible cultural heritage, and promote the important status and role of intangible cultural heritage in contemporary society. Intangible cultural heritage is an important part of Chinese traditional culture. Through the study on the protection and inheritance path of intangible cultural heritage from the perspective of image ethnography, the research field of Chinese cultural heritage can be enriched, and China's profound cultural deposits and diverse cultural forms can be displayed. The research results can provide decision-making reference and technical support for relevant institutions, and help solve practical problems in the protection and inheritance of intangible cultural heritage.

4.3 Inheriting intangible cultural heritage

Through interviewing inheritors and social surveys, we will understand the inheritance methods, experience and relevant knowledge of intangible cultural heritage, encourage young people to learn and inherit intangible cultural heritage, and ensure that intangible cultural heritage is inherited and developed in future generations.

4.4 Study intangible cultural heritage

Through the analysis and comparison of video data and oral data, in-depth research on the history, forms, characteristics, inheritance methods and related social and cultural factors of intangible cultural heritage can provide strong academic support for deepening people's knowledge and understanding of intangible cultural heritage.

4.5 Better meet public demand

The use of digital means and video technology has made intangible cultural heritage more intuitive, understandable and interactive. In this way, intangible cultural heritage can better meet the needs of the public and be better understood and accepted by people.

5. Protection and inheritance of intangible cultural heritage in Shandong Province from the perspective of image ethnography

5.1 Collection and arrangement of image data

Through the collection of photos, videos, audio recordings and other forms of image data, record the form, characteristics, history and changes of intangible cultural heritage items, leaving valuable cultural heritage for future generations. We attach importance to the collection of inheritors' interviews and oral materials, conduct in-depth exchanges and interviews with inheritors of intangible cultural heritage projects, understand their inheritance methods, experiences, stories, and understanding and attitude towards cultural heritage, and organize them into ethnographic materials with academic value. By means of social survey and questionnaire survey, this paper aims to understand local residents' cognition, attitude and concern about intangible cultural heritage projects, as well as the status of inheritance and development of cultural heritage, so as to provide references for the formulation of effective protection and inheritance strategies.

5.2 Popularization and application of digital platform

With the continuous progress and application of digital technology, digital platforms will become an important means for the protection and inheritance of intangible cultural heritage. A digital platform has been established to display and share intangible cultural heritage resources in digital form, improving the visibility and sustainability of intangible cultural heritage. Digital platforms can not only display and share intangible cultural heritage resources in various forms, but also improve the efficiency and scope of information transmission, which greatly promotes the protection and inheritance of intangible cultural heritage. It is also necessary to establish a digital platform to display and share information and related materials of intangible cultural heritage in multiple dimensions, and realize the protection, inheritance and promotion of intangible cultural heritage resources.

5.3 Diversified protection and inheritance methods

On the basis of traditional collection records and oral instruction, various methods and means, such as oral materials, video records, social surveys, etc. are adopted to comprehensively and systematically collect and sort out intangible cultural heritage items and form complete documentary materials. [2] At the same time, technical means such as artificial intelligence can also be used for data processing and mining, such as automatic translation, automatic annotation, etc., to improve the efficiency and accuracy of data processing and analysis.

5.4 Personnel training and education system construction

We should pay attention to the cultivation of talents for the inheritance of intangible cultural heritage, encourage young people to learn and inherit intangible cultural heritage, and strengthen the construction of relevant professional education system. For example, universities and professional institutions have set up related majors for the protection and inheritance of intangible cultural heritage, and strengthen the cultivation of talents and the construction of education systems.

5.5 Introduction and development of market mechanism

Combining digital platforms and market mechanisms and other means, intangible cultural heritage resources will be displayed and shared in digital forms, promoting the important status and role of intangible cultural heritage in contemporary society, and strengthening inheritance education for young people. Through cooperation with local enterprises and social organizations, intangible cultural heritage resources will be combined with tourism, cultural and creative products, so as to realize the mutual promotion of social and economic value of intangible cultural heritage. By combining intangible cultural heritage with tourism and cultural creative products, the commercial operation and marketization of intangible cultural heritage will be promoted, and its social and economic value will be enhanced.

5.6 Enhanced cooperation and exchanges among countries

In the context of globalization and multiculturalism, countries are increasingly aware of learning from each other, and cross-border cooperation and exchanges are becoming more frequent. Countries can strengthen cooperation in protecting and passing on intangible cultural heritage, jointly explore effective ways to protect and pass on intangible cultural heritage, and make positive contributions to building a community with a shared future for mankind.

6. Conclusions

The function of ethnographic writing lies not only in the recognition and preservation of culture, but also in the protection of culture in a more profound sense, and the ethnographic wisdom will be applied to the protection of intangible cultural heritage. The combination of image ethnography and intangible cultural heritage protection is a feasible and innovative protection method, and it is also a research method that breaks through traditional limitations. Through the study on the protection and inheritance path of intangible cultural heritage from the perspective of image ethnography, the research field of Chinese cultural heritage can be enriched, and China's profound cultural deposits and diverse cultural forms can be displayed.

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